

# Workshop | Promoting Gender Equality in R&I Projects to Drive the Mediterranean's Green Transition



6<sup>th</sup> June | 9h30 CET | Online event

*SWITCHtoHEALTHY Project  
Case Study*

*Simona Mincione*



5 - 6  
June  
23

Presented by

**enco**  
engineering & consulting

Organized by



3-11 June 2023

**#EUGreenWeek  
PARTNER EVENT**

# *SWITCHtoHEALTHY Project Case Study*

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# Short bio



**EU Senior Project Manager at ENCO s.r.l.**

9+ year of experience as Project Manager in R&D

MA in Political Science and International Relations

Project Coordinator of SWITCHtoHEALTHY project (PRIMA)

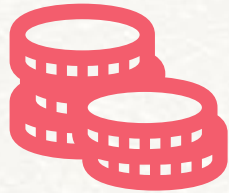
PI and IPR & Exploitation Manager of SHEALTHY project (H2020)

PI and IPR & Exploitation Manager of SUREFISH project (PRIMA)

Coordination of H2020, HEU & PRIMA proposal writing

(RIAs, IAs, CSAs)

# Project ID



2,8 M€  
PRIMA Contribution



36 Months



Innovation Action



8 Countries



18 Partners



Section 1 Agro-food  
Topic 1.3.1

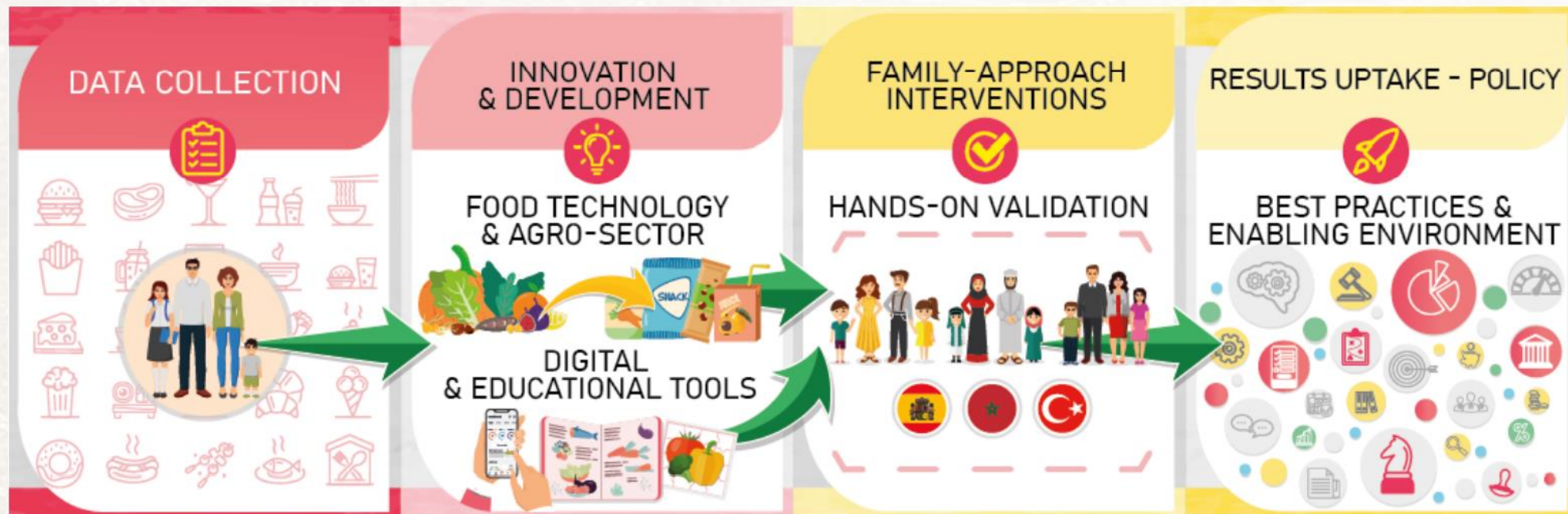
# Project ID



# Gender dimension

**SWITCHtoHEALTH** project to generate a dietary behaviour change by and implementing a **multicentric** an **multi-social family-based nutritional intervention** across 360 families in 3 Mediterranean countries.

This demonstrates the **role of the family** in promoting a sustainable change towards enhancing the adherence to the Mediterranean dietary pattern of the family members through a combination of **sustainable plant-based snacks** with **digital tools** and **reinforce with targeted educational material**.



# Gender dimension

**SWITCHtoHEALTH** project stresses the vital role of families with **particular emphasis on women for transmitting knowledge of the Mediterranean diet** in structuring children's early experiences with food and eating and how a holistic family approach can lead to more solid food literacy foundations and improve dietary profiles for all members.



120 families



120 families



120 families



# Gender dimension



## Gender-based differences in target population

Needs, motivations, and differences of females/males all along the project both at industry and consumer/family level.

Influence in the parents and adolescents' food consumption and lifestyle.




# Gender dimension



**Gender-conscious intervention study:**  
when we recruit families for the interventions, we will consider the gender aspect  
(selecting a balanced representative sample of boys and girls)

# Gender dimension

### Meet Paul



A 27-year-old active male who wants to improve his fitness and energy levels

Paul is

- 1.8m tall,
- weighs 80kg, and
- exercises regularly

**Based on Paul's profile, our app calculates:**


- BMI: 24.69 (Normal range)
- BMR: 1870.66

**...and recommends:**

- a daily calorie intake of 3,264 kcal (= 1870.66 (BMR) \* 1.745 (PAL=Active))

The proposed meals not only provide the necessary nutrients and energy for Paul's active lifestyle but also offer a variety of flavors and textures that make healthy eating enjoyable and satisfying

### Next, let's meet Susan!



A 48-year-old sedentary female who wants to maintain her weight and an overall good health

Susan is

- 1.68m tall,
- weighs 60kg
- has a desk job, and
- three kids!

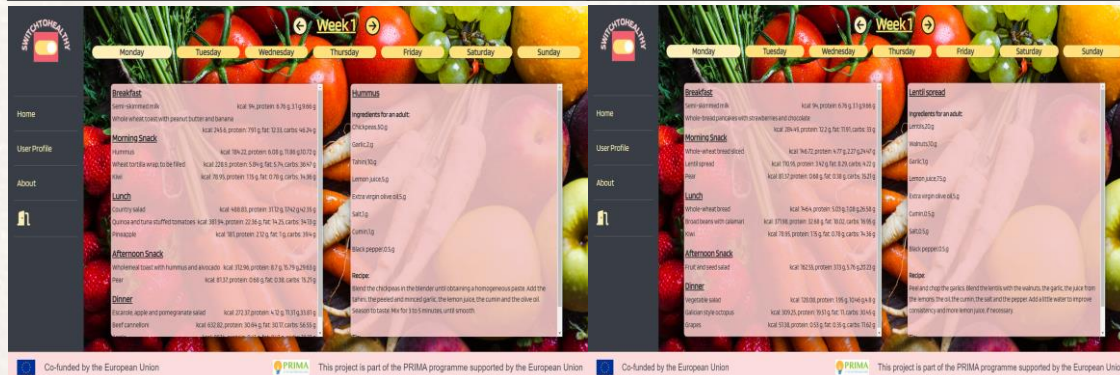
**Based on Susan's profile, our app calculates:**

- BMI: 21.26 (Normal range)
- BMR: 1315.04

**...and recommends:**


- a daily calorie intake of 1,966 kcal (= 1315.04 (BMR) \* 1.495 (PAL=Low Active))

These meals not only provide the necessary nutrients and satiety for Susan's sedentary lifestyle but also offer a balance of flavors and colors that make healthy eating more appealing and enjoyable



The screenshot shows two side-by-side views of the app's meal planning interface. The left view is for Paul, showing a weekly meal plan with breakfast, morning snack, lunch, afternoon snack, and dinner. The right view is for Susan, showing a similar weekly meal plan. Both views include a navigation menu on the left and a PRIMA logo at the bottom.

**Gender-based differences in digital/gaming-based solutions and in the empowerment activities and different behaviour: this affects how males and females engage with such tools and the educational material**



This block contains three screenshots from the app. The left screenshot shows a 'Help' screen with instructions: 'Feed me more than three meals per day' and 'Feed me as many food groups as possible daily'. The middle screenshot shows a 'COMPOSE YOUR HEALTHY PLATE' screen with a 'START' button and various food icons. The right screenshot shows an 'Educational Topic: Eating out' screen with text about meal consumption and tips for eating out.

# Conclusions



## **Gender equality**

Gender-sensitive R&D by  
acknowledging gender in every aspect  
of the project

Planning → Development → Outcome

# Contacts

Get my contacts!

